

Appln. Serial No. 09/944,969  
Amendment Dated December 7, 2007  
Reply to Office Action Mailed September 7, 2007

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AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

1 1. (Currently Amended) A method of determining an economic impact of business policies,  
2 comprising the steps of:

- 3 a) providing player definitions defining a plurality of players ~~including~~ and an  
4 associated set of rules defining a possible decision space, a decision-making process tree, an  
5 information set, an outcome function, and a payoff function for each player;  
6 b) translating the player definitions into at least one codified script; and  
7 c) executing the at least one codified script, wherein a result of the outcome and  
8 payoff functions at the end of execution of a script stage determines the economic impact of the  
9 business policies defined by the rules.

1 2. (Original) The method of claim 1 wherein the players are exclusively human.

1 3. (Original) The method of claim 1 wherein the players comprise a combination of human  
2 and automated players.

1 4. (Currently Amended) The method of claim 1 further comprising the steps of:

- 2 d) modifying the associated set of rules for one or more players; and  
3 e) repeating steps b)-c) according to the modified set of rules.

1 5. (Previously Presented) The method of claim 1 further comprising the step of:

- 2 d) providing calibration data for the defined players based on empirical sales  
3 information, wherein the at least one script is generated in accordance with the player definitions  
4 and the calibration data.

1 6. (Original) The method of claim 1 further comprising the steps of:

- 2 d) providing a plurality of scenarios defining variations on the set of rules associated  
3 with one or more players, wherein step c) further comprises the step of generating scripts  
4 corresponding to the player definition variations.

12/10/2007 PCHOMP 00000030 082025 09944969  
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1 7. (Previously Presented) The method of claim 1 wherein the at least one script is compiled  
2 on the fly during execution.

1 8. (Previously Presented) The method of claim 1 wherein the at least one script is compiled  
2 in its entirety before execution.

1 9. (Previously Presented) The method of claim 1 wherein the set of rules associated with at  
2 least one player defines at least one business policy from the group comprising: advertising  
3 policy, sales policy, returns policy, rebate policy, minimum advertised price policy.

1 10. (Currently Amended) An apparatus for determining an economic impact of business  
2 policies, comprising:

3 a) a business process definition module for providing player definitions defining a  
4 plurality of players ~~including~~ and an associated set of rules defining a possible decision space, a  
5 decision-making process tree, an information set, an outcome function, and a payoff function for  
6 each player;

7 b) a script translator module for translating the player definitions into codified  
8 scripts, wherein the codified scripts define at least one simulation stage; and

9 c) a simulation module for executing the codified scripts, wherein a result of the  
10 outcome and payoff functions at the end of execution of the at least one simulation stage  
11 determines the economic impact of the business policies.

1 11. (Original) The apparatus of claim 10 wherein the players are exclusively human.

1 12. (Original) The apparatus of claim 10 wherein the players comprise a combination of  
2 human and automated players.

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- 1 13. (Previously Presented) The apparatus of claim 10 further comprising:  
2 d) a calibration module providing calibration data for the defined players based on  
3 historical information, wherein the scripts are generated in accordance with the player definitions  
4 and the calibration data.
- 1 14. (Previously Presented) The apparatus of claim 10 further comprising:  
2 d) a scenario database providing a plurality of scenarios defining variations on the  
3 set of rules associated with one or more players, wherein the script translator module generates  
4 scripts corresponding to the player definition variations.
- 1 15. (Original) The apparatus of claim 10 wherein the scripts are compiled on the fly during  
2 execution.
- 1 16. (Original) The apparatus of claim 10 wherein the scripts are compiled in their entirety  
2 before execution.
- 1 17. (Previously Presented) The apparatus of claim 10 wherein the set of rules associated with  
2 at least one player defines at least one business policy from the group comprising: advertising  
3 policy, sales policy, returns policy, rebate policy, and minimum advertised price policy.
- 1 18. (Previously Presented) A method of predicting a behavioral outcome resulting from a  
2 business rule, comprising the steps of:  
3 a) defining at least one player, business rules, and an environment that defines  
4 actions that the player can take in accordance with the business rules;  
5 b) translating the definitions into a codified script; and  
6 c) determining a behavioral outcome resulting from player-selected actions during  
7 execution of the codified script.
- 1 19. (Original) The method of claim 18 wherein the behavioral outcome includes an  
2 economic state of each player.

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- 1 20. (Previously Presented) The method of claim 18 further comprising the step of:  
2 d) executing variations of the codified script.
- 1 21. (Previously Presented) The method of claim 18, further comprising:  
2 receiving historical data and producing calibration data based on the historical data,  
3 wherein the codified script is translated from the definitions and the calibration data.
- 1 22. (New) The apparatus of claim 10, wherein in response to modification of the set of rules  
2 for one or more players, the script translator re-translates the player definitions into modified  
3 scripts, and the simulation module is for executing the modified scripts.
- 1 23. (New) The method of claim 18, further comprising:  
2 modifying the definitions;  
3 translating the modified definitions into a modified script; and  
4 determining another behavioral outcome resulting from player-selected actions during  
5 execution of the modified script.